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# Frederick Loeser & Co.

## IMPORTING RETAILERS, BROOKLYN.

### The Store Will Be Closed on Tuesday Next.

#### Not Often Are We Able to Offer Throughout the Store Values Equalling Those of To-Day.

#### SILK DEPARTMENT.

A Leading New York Paper Says:

"Not all of the energies and abilities of Frederick Loeser & Co. have been focused upon their Silk Department, but enough of both these qualities has been bestowed upon it to make it unsurpassed, and in many respects unequalled, either here or in Europe."

All the New and Desirable Colorings

In plain and Glace Taffeta Silks—cardinal, violet, emerald, cerise, purple, rose and navy. If you are looking for any scarce shade, come here and you will find it.

#### Leading Values.

24-inch Printed Pongee Silk, new and exclusive patterns, 50 cts. per yard.  
27-inch Printed Japanese Silk, large assortment of designs in all the combinations of colorings, 65 cts.  
27-inch Lyons Printed Foulards, choice variety of the latest colorings, extra good quality, 95 cts.  
22-inch All Silk Grenadine Foulard, street and evening colors, 60 cts.; sold elsewhere much higher.

Black Silks Greatly Reduced.

21-inch Black Satin Duchesse, heavy cloth, bright luster, 65 cts.  
21-inch Black Satin Duchesse, exceptional value, 98 cts.  
22-inch Black Satin Duchesse, very heavy and fine quality, \$1.10.  
22-inch Black Satin Duchesse, extra heavy and very durable, \$1.30.  
24-inch Black Satin Silk, fine, soft quality, 40 cts.  
27-inch Black India Twill, very serviceable, suitable for entire dresses, 50 cts.

#### DRESS GOODS.

The Styles That Are Now in Demand, at Special Prices.

43-inch English Worsted Serges, brown, navy and green, with hair line stripes—quite new, and very stylish—60 cts. per yard; regular price, 80 cts.  
45-inch Silk and Wool Novelty, interwoven with iridescent metal threads, very rich and effective in appearance, ten different combinations, 98 cts.; imported to sell at \$1.50.  
45-inch all wool Covert Vigoureux, full line of new mixtures—the best selling mixture of the season—at 30 cts.; would be good value at 50 cts.

#### BLACK DRESS GOODS.

20 pieces 45-inch English Mohair Brilliantine, perfect black and full luster, 49 cts.; regular price, 65 cts.  
10 pieces 50-inch pure Mohair Sicilian, handsome silk designs, 40 cts.; regular price, 75 cts.  
15 pieces 40-inch all wool Broche Figures, on the new Crepe Royal grounds, 60 cts.; regular price, \$1.00.

#### Fine White Goods.

Fine, soft-finish Nainsook, 36 inches wide, 12 1/2 cts. a yard of 25 cts.  
Soft Long Cloth, 12-yard pieces, 95 cts. and \$1.20. Extra fine quality, \$1.40.  
Corded Pique, fine, medium weight patterns, ordinary and upright cords, 20 to 75 cts. per yard.  
Fine French Organdies, 39 inches wide, 15 and 20 cts. per yard; 68 inches wide, 25 cts. to \$1.25.

#### Curtain Stretchers.

A limited number, full size and strong, at 98 cts.

Frederick Loeser & Co.

WEIGHTED FOR THE NATIONAL GUARD.

An Idea That Reached Sanderson Slim to Put on Thirteen Pounds in Ten Days.

Mr. Sanderson Slim is a Brooklyn young man, who made up his mind some years ago that he wanted to be a soldier. He was a clerk in an insurance office with ten hours a day to labor through, he concluded that the National Guard and not the regular army was about what he wanted; so he consulted a friend in a Brooklyn regiment. Again he was ordered to appear for physical examination. The day before the examination he borrowed his friend's uniform and appeared for the examination in full regiments. Another surgeon had seen him this time, and remarkable as it may seem Mr. Slim squeezed through with a pound to spare. As soon as his success was announced he bought a bag of beer for his company. The company drank it and sundry other things, with the result that by midnight Mr. Slim was required to tell all he knew to anybody who inquired. Very opportunely his friend asked:

"Sandy, my boy, how did you manage to put on thirteen pounds in ten days?"

"So," replied Mr. Slim, and he took the helmet of his friend's uniform from the top of a locker, where he had placed it after the examination and slipped it around. The company extracted

#### TAILORED SUITS

And Costumes, Beautifully Made, at Extremely Low Prices.

Ladies' Tailor-made Suits, in Habit Cloth, with Taffeta lined Eton Coat and Skirt, with Peraline, \$11.50.  
Blue or Black Serge Suits, with Top Coat, entirely lined with Taffeta de Chine or Gloria Silk, \$12.25.  
Finest quality English Cheviot Serge Suits, Four-button Cutaway effect, entirely lined with black and colored Taffeta Silk, \$24.50.  
New styles in Suits, copies of the latest foreign effects, with Eton or Mess Coats, at \$24.00, \$20.50 and \$31.00.  
Silk Costumes, in Foulards, Printed India and Fancy Taffeta, all the new features, exclusive designs, \$22.50, \$20.00, \$20.00, \$35.00 to \$75.00.

#### CREPE PAPER.

Lamp Shades for Summer Houses.

Handsome, well-made Shades, bordered paper, \$1.50.  
Really artistic shades, entirely new paper, \$4.00.  
Stripling, flower-trimmed shades, \$2.00.  
Extra large shades beautifully finished, with double skirts and high bow, \$5.50.  
Princess Shades, flowered paper, 75 cts. Candle Shades, 15 and 25 cts.

#### ART EMBROIDERIES.

Stamped Mosaic Scarfs, choice designs, 18x54, 15 cts., instead of 25 cts.; 18x72, 25 cts., instead of 35 and 30 cts.  
A new lot of Stamped Trays, 28 to 80 cts. each.  
Satin Sofa Pillows, edged with cord, 18x18, 30 cts.; 20x20, 47 cts.; 22x22, 58 cts.  
Silk Sofa Pillows, with ruffles, 18x18, 98 cts.; 20x20, \$1.27; 22x22, \$1.40.  
About 25 lbs. of imported Germantown Wool at 9 cts. per hank instead of 18 cts.

#### HOUSE FURNISHINGS.

Refrigerators at New Prices To-Morrow.

All charcoal-bled, and therefore the best for preserving food, and the most economical in the use of ice. The prices are less than they formerly cost us.  
Size, 41x29x18, holds 50 lbs. ice, \$9.98.  
Size, 47x35x24, holds 70 lbs. ice, \$12.50.  
Size, 49x37x24, holds 85 lbs. ice, \$15.50.  
Size, 49x39x24, holds 100 lbs. ice, \$14.75.  
Size, 52x47x26, holds 150 lbs. ice, \$19.00.

#### Garden Hose, Lawn Mowers, etc.

25 feet Garden Hose, wire lead, with patent spray and nozzle, and hard wood reel, \$2.49.  
3-ply 3/4-inch Garden Hose, complete with couplings, \$2.49 per foot.  
Lawn Mowers, razor blades, warranted to cut, \$2.40.  
Wire-bound Hose, complete with couplings, 10 cts. per foot.  
Lawn Sprinklers, with three nickel arms, 80 cts.

#### Gas Stoves and Ranges.

The Fire King consumes less gas and gives better results than others.  
Two-hole Fire King, \$1.40; three-hole, \$2.50.  
Table Range, broils, bakes, and roasts, \$6.00.  
Three-burner Gas Range, 2 ovens, \$10.50; four-burner, 2 ovens, \$12.50.  
Also 50 two-hole Gas Stoves, with patent burner, 80 cts.  
20 one and three-hole Stoves, shop worn, reduced to half of regular prices.

#### Cooking Utensils.

Another lot of blue and white Saucepans, Cook Pots, Roasting Pans, Cullenders, Tea and Coffee Pots, etc., all first quality, 25 cts. each.

Frederick Loeser & Co.

#### FURNITURE.

Exceptional Reductions in Parlor and Library Furniture.

75 odd Chairs and Divans, patterns that have been discontinued, most of which will be closed out at about half of former prices, and some at much less than half.  
25 Mahogany finish Armchairs, covered with fancy tapestry, \$1.95; formerly \$5.00.  
35 Parlor and Library Suits, all desirable patterns, some with handsome Marqueterie, others entirely covered with tapestry—the Library Suits in Leather, Cornu, and Velvet, most of them reduced to half former prices.  
Oak or Mahogany finish Morris Chairs, with cushions complete, \$4.95.  
White enameled Iron Bedsteads, with brass trimmings, handsome designs, all sizes, \$8.00 complete.

#### Brass Bedsteads.

Our \$50.00 Brass Bedsteads, made of 1 1/2-inch posts and 3/4-inch filling, high head and foot piece, and extra fine finish, with full ball mount, conceded to be the most serviceable bedstead in the market, \$29.50.

#### A Fine Mattress for \$5.00.

Pure Cotton Mattress, made in layers in such manner as to make a thoroughly serviceable and very soft Mattress, and equal to any hair mattress that can be sold at double the price, full size, \$5.00.

#### MATTINGS.

All the latest novelties in Japan and China Mattings are on exhibition in our special show rooms. Prices range from \$2.00 to \$24.00 per roll.  
For Monday 50 rolls of Cotton Warp In-laid Matting, at \$4.95 per roll of 40 yards; regular price, \$7.75.

#### CARPETS.

A desirable line of Body Brussels Carpets, with and without borders, at 79 cts. per yard; regular prices, \$1.00 and \$1.25.

#### PORTIERES

For Summer Cottages.

Damask finish Tapestry Portieres, six colorings, 3 1/2 yards long, \$3.75 per pair.  
Figured Derby Portieres, Arabian lace effects, nine colorings, \$4.75 per pair.  
Reversible Armure Portieres, extra heavy fringe, myrtle, olive, terra cotta, and blue, \$5.50 per pair.  
White or Colored stripe pattern Curtains, for couch covers, 54 inches wide, \$3.75.

#### RUGS.

Decided Reductions.

\$8.00 Axminster Rugs, 60x30 \$2.98.  
\$5.00 Royal Milton Rugs, 63x36, \$3.50.  
\$10.00 Turkish Rugs, \$6.75.  
\$13.75 Kurdish Rugs, \$8.75.  
\$12.50 Japanese Rugs, \$8.12.  
\$20.00 Oriental Rugs, \$12.  
\$25.00 Bergamo Rugs, \$16.50.  
\$30.00 Oriental Rugs, \$20.00.  
\$37.50 Oriental Rugs, \$24.50.  
\$50.00 Oriental Rugs, \$32.50.  
Best Wool Smyrna Rugs, 18x30, 75 cts.; 21x44, \$1.35; 25x54, \$1.75; 30x60, \$2.25; 36x72, \$3.00.  
Cottage Rugs, 60x30 inches, \$1.50.  
Blue and White Cottage Rugs, \$1.00.

#### Linings.

Remnants of Kid Cambric, all colors, 3 cts. per yard.  
Remnants of fast Black Peraline, 36 inches wide, 11 cts. per yard, instead of 15, 20 and 25 cts.  
Remnants of Bath cloth, best quality, black and gray, 16-inch, 22 cts.; 18-inch, 25 cts.; 20-inch, 27 cts.; 24-inch, 20 cts.

Frederick Loeser & Co.

#### HUMBER CYCLES.

The Best of Everything Comes to Us.

Even the Humber, the best wheel in the world.

#### A Rare Chance.

1896 Humber Roadsters, \$75.00.  
1896 Humber Tourists, \$77.50.

#### 1897 HUMBERS.

Model Three Racer, \$150.00.  
Model Three Roadster, \$115.00.  
Model Three Tourist, \$117.50; with gear case, \$125.50.  
Model Three Lady Humber, \$122.50; with gear case, \$129.00.  
Model Three Road Tandem, \$180.00.  
Model Three Road Combination Tandem, \$190.00; with gear case, \$205.00.  
Brakes and Wind Guards, \$2.50 each, extra.

\$40. Credendas. \$40.

#### An Up-to-date 1897 Wheel.

The 27th is a holiday. Why not enjoy it by riding a Credenda? Men's and Ladies', \$40. Youths and Misses', \$30. Boys and Girls', \$25.

#### TOILET ARTICLES.

Fine Toilet Soaps Made by Us.

Glycerine, Honey, Oatmeal, Sulphur, Carbolic and Glycerine, Pine Tar and Glycerine Soaps, 8 cts. per cake.  
Chemically pure Borax Bath Soap, large cakes, 7 cts.  
Mentholine Antiseptic Complexion Soap, 15 cts. per cake.

Complexion Specialties and Preparations.

Benzoin Lotion, 30 cts. per bottle.  
Tincture Benzoin, 21 cts.  
Rogaine Balm, white and flesh, 55 cts.  
Elderflower Lotion, 18 cts.  
Almond Meal, made of real almonds, 1/2 lb. jars, 25 cts.  
Egg Shampoo Cream, made from the white of eggs, 25 cts. per jar.  
Unexcelled Hair Tonic, fully approved by highest medical authorities, 55 cts. per bottle.

#### OPTICAL DEPARTMENT.

An assorted lot of Spectacles, gold plated, nickel plated, bronze, or blue steel, with good quality French lenses, 50 cts.  
Frameless Eye Glasses, in different styles, also nickel-plated frames, with best quality French lenses, \$1.00.  
New Being Converted.  
Sized, made to order, according to doctors' prescriptions, with spherical lenses, \$1.50.  
The Optical Department is in charge of one of the best opticians. Repairing done by the best workmen; no better work can be done anywhere. Spectacles and Eye Glasses repaired while you wait.

#### TABLE LINENS.

Heavy Damask Table Cloth, 2 yards long, \$2.00; 2 1/2 yards, \$2.50; 3 yards, \$3.00.  
Napkins, 5 cts. per dozen; 8 cts. per dozen.  
22-inch Satin Damask Hemstitched Squares, 45 cts. instead of 65 cts.  
Hemstitched Damask Tray Cloths, 18x27 inches, 25 cts.

#### SHOES.

Ladies' Tan and Black Oxford.

Tan Kid or Black Kid Oxford Ties, genuine hand turned sole, new last and tip, \$2.50.  
Select Kid Oxford Ties, new B.D. last, best fitting and most comfortable make, \$3.00.  
New exclusive styles in tan, ox blood and black Oxford Ties.

Frederick Loeser & Co.

#### MORMONS IN GEORGIA.

Crackers Who Used to Tar and Feather Them

ATLANTA, April 23.—A few days ago thirty-three Mormon missionaries arrived at Chattanooga and were distributed throughout the mountain country of North Georgia.  
Eighty-four Mormon elders have gone there from Atlanta. Some of the missionaries have brought their families with them. The Georgia crackers, who a few years ago drove these missionaries out of the State and tar and feathered a few of the elders, are now accepting their teachings. The Mormons have practically driven the hard-shell Baptists out of the field.

#### RED ROUGH HANDS

Itching humors

Itching humors

Itching humors

Itching humors

Itching humors

Itching humors

Itching humors

Itching humors

Itching humors

Itching humors

Itching humors



## The Superiority OF STERLING PIANOS

is visible and pronounced both from a

MUSICAL and CONSTRUCTIVE

Standpoint.

They can boast of an

UNPURCHASED REPUTATION.

More than one hundred thousand

Sterling Pianos

and Organs have been sold, and their increasing popularity proves their sterling qualities.

#### THE NEW STERLINGS

can be purchased at the Sterling warehouses, DO NOT BE DECEIVED by others advertising them.

#### THIS WEEK

We shall offer some Great Bargains in both new and second-hand pianos.  
2 Slightly used Uprights, worth \$300, for \$165.00.  
3 Slightly used Uprights, worth \$350, for \$175.00.  
20 Second-hand Pianos, \$25 to \$125.  
1 Slightly used Baby Grand.  
LOW PRICES AND EASY PAYMENTS.  
Tuning, Polishing, Repairing, etc.

## THE STERLING PIANO CO.,

536 Fulton St., Brooklyn.

Closed Grant Memorial Day.



## AT GRASMAN'S,

1065 and 1067 Broadway, OPP. REID AVE., BROOKLYN.

## Largest Furniture and Carpet House IN BROOKLYN.

Six large show rooms, 50x100.

Passenger elevator to every department.

Another bargain for the coming week:

\$1.15

for this

large

High-Back

Rocker,

Antique

Oak

Finish.

Free!! Free!! Free!!

Every purchaser to the amount of \$5 during the coming week will receive a handsome copy of WEBSTER'S DICTIONARY, story books (popular authors), or a large cook book, containing the latest and best recipes. All are cloth bound and well worth owning.

TUESDAY BEING SATURDAY, WE WILL BE CLOSED ALL DAY. SALE WILL CONTINUE ON WEDNESDAY.

OPENS EVENING.

## ONE DOLLAR PER WEEK.

NO MONEY DOWN REQUIRED.

Everything for housekeeping. Make your own terms. The finest and best assorted stock in the city. We never take advantage of customers who get in arrears through no fault of theirs. Call and see for yourself.

Long Island

Furniture Co.,

46 TO 48 MYRTLE AVE.,

BROOKLYN, N. Y.

Open Until 10 P. M. Saturdays.

A Block Came Rolling In.

From the Rocky Mountain News.

BOULDER, Col., April 16.—Last night at 8 o'clock, just after the workmen who are constructing the

Rovena cut-off road above Sunshine had fired their last shot, a rock weighing 1,000 pounds got away from them and rolling down the hill crashed into the house of D. S. Coffman and rolled into the front room. The owner of the house and the road

constructors have been having considerable trouble over the construction of the road, and he now proposes to take the matter into the courts. The occupants of the house saw the rock coming and got out, so that no one was injured.

# JOURNEY AND BURNHAM, BROOKLYN.

Our store will be closed Tuesday, April 27.

## SPECIAL REDUCTION SALE OF LADIES' SPRING CLOAKS.

PARIS AND BERLIN WRAPS. We will offer to-morrow a very choice collection of high-class garments that were \$95, \$85, \$75, \$65 and \$55, at \$45, \$40, \$35, \$30 and \$27.50.

LADIES' JACKETS, exclusive styles, equal to custom made, in blue, black, green, tan and purple, handsomely lined, worth \$15.00, \$20.00 and \$25.00, at \$10.00, \$12.50 and \$15.00.

Other Jackets at \$4.50, \$7.50, \$10.00 to \$25.00.

LADIES' CAPES, in long, medium and short lengths, silk lined and beautifully trimmed, worth \$15.00, \$20.00 and \$22.50, at \$10.50, \$12.50 and \$15.50.

Other Capes at \$7.50 to \$35.00.

TAILOR-MADE COSTUMES in a great variety of cloths, and worth \$12.50, \$20.00 and \$22.50, at \$7.50 and \$15.00.

A variety of Suits in the Reffer, Eton and Blazer styles at \$10.00, \$12.50, \$15.00 to \$45.00.

#### REMARKABLE FLANNEL OFFER!

Will place on sale to-morrow a lot of manufacturers' ends of HAND LOOM WHITE EMBROIDERED FLANNELS in the following lengths:

1 1/2 yds., worth 90c., for 68c.  
1 3/4 yds., worth \$1.10, for 80c.  
2 1/4 yds., worth \$1.40, for \$1.05.  
2 3/4 yds., worth \$1.65, for \$1.15.

Also, COVERT TWEED SUITINGS, suitable for Bicycle and Street Costumes, at 15c. yard.

We recommend our SCOTCH AND FRENCH FLANNELS in fast colors for cycling waists.

#### FLAGS FOR GRANT DAY.

BEST STANDARD ALL-WOOL BUNTING, sizes 3x5 to 10x15 feet, in machine and hand-sewed stars.

Flag Poles and Sockets complete ready for putting up.

Flag 5x8 feet, 10-foot pole and socket, for \$3.55.

Flag 6x10 feet, 12-foot pole and socket, for \$4.55.

Flag 8x12 feet, 14-foot pole and socket, for \$6.15.

SILK FLAGS, mounted, 8x12 in., 12c.; 12x18 in., 19c. each.